

Abstract of the Disclosure

An optical scanning system and method for scanning graphical codes on an object or media to obtain the Internet address that is represented by the graphical code. An Internet address is graphically encoded and is displayed on an object. The codes are then disseminated to the public, where users see the codes graphically encoded on objects or in media purchased or viewed by the public. Once the user determines that more information is desired, the user elects which option for code scanning is desired: automatic access to the Internet address represented by the graphical code, automatic storage of the Internet address represented by the graphical code into memory or automatic insertion of the Internet address represented by the graphical code into a query of a Web browser. The graphical code is then scanned by an optical scanner. The scanned graphical code is then transmitted to a computer where the graphical code is processed and the encoded Internet address is obtained. Once the encoded Internet address is identified, the elected option is then automatically executed and the Internet site is accessed.